

Using **Gamification** to Motivate Children to Complete **Empirical Studies** in Lab Environments

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MOTIVATION

- Few empirical research studies with children
- Lab environments may be preferable to certain study designs
- Crucial to study younger ages due to differences in cognitive and physical ability, compared to adults

STUDY 1



METHODS

- 7 children, ages 5-7
- M = 6 years
- Target task
- Gesture tasks
- \$10 compensation
- 1 hour sessions

Task	Mean	SD	N
Gesture	61%	27%	2/7
Target	85%	26%	5/7
Overall	73%	23%	2/7

CHALLENGES

- Asking for breaks
- Declining to complete activity
- Siblings in same room as a distraction
- ❖ Attributed to study length and attention span of the children



STUDY 2

METHODS

- 7 children, ages 5-7
- M = 6 years
- Target task w/ points
- Gesture tasks w/ points
- \$10 compensation
- 1 hour sessions
- Earned prizes based on completion

Task	Mean	SD	N
Gesture	95%	13%	6/7
Target	100%	0%	6/6
Overall	97%	7%	5/6

IMPLICATIONS FOR DESIGN

- Use a number of gamification elements such as points, prizes, or game design heuristics
- Personalize motivating elements to the individual child
- Avoid conducting sessions with children who know each other
- Consider a balance of distraction in controlled environments

